

Creating Global Solutions


AusBiotech2010
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE


National
Conference

19 to 22 October 2010
Melbourne Convention and Exhibition Centre
www.ausbiotech2010.com.au


Victoria
AUSTRALIA


BioNet™
Asia Pacific



AUSBIOTECH 2010 NATIONAL CONFERENCE
Melbourne Convention & Exhibition Centre, Australia

19-22 October 2010

PARTNERSHIP OPPORTUNITIES

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Partnership Opportunities

We would like to extend to you an exclusive opportunity to have your company partner with the 2010 AusBiotech national conference, the premier biotechnology conference for the Australia and Asia-Pacific Region.

The 2010 AusBiotech national conference will be held in Melbourne, Australia on 19 – 22 October 2010. It is proudly hosted by AusBiotech Limited. This event will bring together representatives and professionals from across the biotechnology industry and the globe to produce a long-remembered event. A comprehensive conference program together with an extensive BioIndustry Exhibition and Business Matching Program creates a world-leading event.

As you are aware, the success of events such as the 2010 AusBiotech national conference depends to a significant extent on sponsorship from participants and supporters of the biotechnology industry, such as yourself. In return, active and prominent sponsorship attracts direct support to your organisation from potential clients, investors and peers. As well as featuring your organisation on the conference website, the conference will provide many long-lasting benefits and opportunities, including: networking and relationship building; promoting your products and services; demonstrating your commitment to the biotechnology industry; increasing brand awareness and develop new markets; and gain exposure to international knowledge and professional development. Benefits of your partnership with AusBiotech may also extend well beyond the conference as delegates continue to use and display your branding on items such as programmes, satchels, pens and writing paper.

We invite you to read this Partnership Opportunities proposal and realise the full potential of conference sponsorship to your organisation. Partnership packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the conference has a partnership package that will help meet your brand and networking objectives.

We look forward to supporting you and your association with the 2010 AusBiotech national conference.

Sincerely

Dr Anna Lavelle
Chief Executive Officer
AusBiotech Limited

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State Government
Victoria
AUSTRALIA

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PARTNERSHIP OPPORTUNITIES AVAILABLE

Host Partner	
Major Partner	Price on Application
Silver Partner	
Business Matching Program Partner	
Conference Dinner & Supper Club Partner	
Conference Satchel Partner	
Student Awards & Volunteer Program Partner	
Business Centre Partner (includes Internet Lounge & WiFi Provider) (NEW)	Price on Application
Internet Lounge Partner	\$20,000
Welcome Reception Partner	
International Reception Partner	\$17,600
Conference Closing Reception Partner	\$13,200
Coffee Cart Partner	\$15,500
Session Partner	SOLD - VARIOUS SPONSORS
Industry Awards Partner	
Lanyard & Name Badge Partner	

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Millis Oration Partner	
Delegate Satchel Insert USB Flash Drive Partner	\$14,500
Conference Water Bottle Partner	
Pocket Program Partner	
Conference Newsletter Partner	\$3,500
Transport Partner (NEW)	\$5,000
Stationery Partner	
Morning/Afternoon Tea Partner	\$3,300
Satchel Insert Partner	\$1,980
Energy Juice Bars Partner (NEW)	\$5,500
Media Partner	\$8,800
Delegate Handbook Partner	\$5,500

ADVERTISING PACKAGES

Delegate Handbook Advertising	Starting From \$690
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CORPORATE SUPER MEETING ROOM PACKAGE

Corporate Super Meeting Room Package	\$6,900
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ONLY 2 LEFT!

Disclaimer:

Previous Partners from the 2009 AusBiotech national conference will be given first right of refusal on their previously purchased package from 2009 for 2010 until Friday 19 February 2010.

Acknowledgement in the Conference Delegate Handbook, Conference Pocket Program and any other printed marketing material is subject to partnership confirmation prior to production deadlines.

All signage, satchel inserts and banners are subject to approval by the Program Committee.

Where a sponsorship includes an advertisement, position may be specified, but location of the advertisement will be at the discretion of the AusBiotech Media & Communications Manager.

All packages are quoted in Australian Dollars (AUD) and inclusive of 10% GST.

Partnership Opportunities
AusBiotech Limited 2010 (as at 20/09/10)

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
Major Partner (Multiple Opportunities Available)	Price on Application	<p>The Major Partnership package has been formulated to provide the partner with an impressive level of brand identification, ensuring front-of-mind exposure to the conference delegates and exhibitors.</p> <p><i>Some of the following benefits below may be included – to be negotiated with AusBiotech Ltd.</i></p> <ul style="list-style-type: none"> • Shared overall conference naming rights with the Host State Partner and the other Major Partners. Name to appear as 'Major Partner' on all printed conference material, such as but not limited to, the AusBiotech 2010 conference website, event branding, delegate handbook and pocket program. • Logo and link to appear on the Home and Partners' page of the AusBiotech 2010 conference website. • Naming rights to one concurrent session: <ul style="list-style-type: none"> ◊ Opportunity to provide a speaker and a chair in consultation with the Program Committee, within partnered session. (<u>Speaker & Chair inclusions not available after June 2010</u>). (Please note: Where the partner chooses to provide session speaker and chair, any additional costs associated with that speaker and chair are to be met by the partner). ◊ Logo at the start and end of presentation slides in partnered session room. ◊ Opportunity to provide a free-standing banner for the partnered session room. ◊ Shared naming rights and acknowledgement to the Welcome, International and Conference Closing Receptions with Host State Partner and Reception Partners. • Ten (10) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Naming rights to one day's luncheon located in the BioIndustry Exhibition Hall. <ul style="list-style-type: none"> ◊ Opportunity to provide merchandise (e.g. balloons, coasters, and/or napkins) for the partnered luncheon (details to be agreed upon). ◊ Verbal acknowledgment and right of reply at the partnered luncheon. • Shared naming rights with the Host State Partner, Conference Dinner Partner and other Major Partners to the conference dinner. <ul style="list-style-type: none"> ◊ Includes one table (10 tickets) at the conference dinner. • Four (4) exhibition booths, 3m x 3m (2.4m high) standard shell structure booths. • Biotechnology News (BTN) advertising (various types of advertising packages available to select from). • Complimentary circulation of Biotechnology News (BTN) to your staff. • A 400-word advertorial in the conference edition of the <i>Australasian Biotechnology</i> journal, and mentioned as a Major Partner leading up to the conference. • A delegate list supplied shortly after the conference (subject to privacy law provisions). • Up to an A4-sized company promotional material to be inserted in the delegate satchel (1 x paper/card insert to be supplied by partner). • Logo and 200-word company profile featured in the conference Delegate Handbook. • Logo and full-page advertisement in the Delegate Handbook (artwork provided by partner). • Super Meeting Room at the conference venue (Room only. Catering and audiovisual requirements to be paid for by Partner). • May use the endorsement: 'Major Partner of AusBiotech 2010'.

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
Silver Partner (Multiple Opportunities Available)	\$39,000	<p>The Silver Partner package has been designed to provide your organisation with exposure throughout the conference and in a dedicated session. This exposure will continue through the BioIndustry Exhibition Hall enabling your company to directly target the visiting delegates and exhibiting company individuals.</p> <ul style="list-style-type: none"> • Shared Silver Partner naming rights with company logo to appear on all printed conference material, such as but not limited to, the AusBiotech 2010 conference website, delegate handbook and pocket program. • Naming rights to one concurrent session: <ul style="list-style-type: none"> ◇ Opportunity to provide a speaker and a chair in consultation with the Program Committee, within partnered session. (<u>Speaker & Chair inclusions not available after June 2010</u>). (Please note: Where the partner chooses to provide session speaker and chair, any additional costs associated with that speaker and chair are to be met by the partner). ◇ Logo at the start and end of presentation slides in partnered session room. ◇ Opportunity to provide a free-standing banner for the partnered session room. ◇ Shared naming rights and acknowledgement to the Welcome, International and Conference Closing Receptions with Host State Partner and Reception Partners. • Four (4) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Choice of either Option A) Two (2) exhibition booths, 3m x 3m (2.4m high) standard shell structure booths <u>OR</u> Option B) a Super Meeting Room at the conference venue (subject to availability, room only. Catering and audiovisual requirements to be paid for by partner). • Biotechnology News (BTN) advertising. Included in Silver Partner Package: <ul style="list-style-type: none"> ◇ One month of complimentary Side Bar Banner Advertising on the e-bulletin, which is sent to the entire database on Tuesdays and Thursdays weekly. Located to the right of the content in the e-bulletin. <p style="text-align: center;"><u>PLUS one of the following (your choice):</u></p> <ul style="list-style-type: none"> ◇ One month complimentary Top Banner Advertising on the Homepage of the BTN Website – located in a prime position near the top of the page. Appears on all site pages in rotation <u>OR</u> ◇ Three months complimentary Square Button Advertising on the Homepage of the BTN Website – embedded next to a news story. Six buttons appear on the home page and on all unsponsored pages in rotation. • Complimentary circulation of Biotechnology News (BTN) to your staff. • Mentioned as a Silver Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • Logo and 150-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Logo and link to appear on the Home and Partners' page of the AusBiotech 2010 conference website. • May use the endorsement: 'Silver Partner of AusBiotech 2010'.

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Business Matching Program Partner	SOLD	<p>This exclusive package offers the partner branding and exposure in conjunction with the Business Matching Program area. This is a major part of the AusBiotech 2010 conference structure and program. The business matching program partner will receive:</p> <ul style="list-style-type: none"> • Exclusive naming rights to the Business Matching Program area, including logo recognition on all signage and on all printed conference material, such as but not limited to, AusBiotech 2010 conference website, Delegate Handbook and Pocket Program. • Four (4) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Two (2) exhibition booths, 3m x 3m (2.4m high) standard shell structure booths. • Super Meeting Room at the conference venue. (Subject to availability, room only. Catering and audiovisual requirements to be paid for by Partner.) • Corflute signage on each meeting room door announcing "Room #. This meeting room has been provided to you by (Your Company Name/Logo)" (Or similar – to be advised by AusBiotech). This signage is not applicable to Super Meeting Rooms. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • Logo and 150-word company profile featured in the conference Delegate Handbook. • Logo and link to appear on the Home and Partners' page of the AusBiotech 2010 conference website. • May use the endorsement: 'Business Matching Program Partner of AusBiotech 2010'.
Conference Dinner & Supper Club Partner (One opportunity available)	SOLD	<p>This social function will be the highlight of the AusBiotech 2010 conference. The conference dinner will take place in the new convention centre ballroom, which overlooks the city of Melbourne and the Yarra River. The Supper Club will be set in the ballroom foyer. This will allow guests the opportunity to network in a relaxed social environment.</p> <ul style="list-style-type: none"> • Shared naming rights with the Host State Partner and the Major Partners to the conference dinner: <ul style="list-style-type: none"> ◊ Opportunity to provide a gift to all attendees; ◊ Verbal acknowledgment at the dinner and right of reply; ◊ Logo printed on menu and tickets; ◊ Two tables (20 tickets at the conference dinner); ◊ Logo on audiovisual display during the function. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Opportunity to provide a gift for each place-setting on all dinner tables ie branded chocolates / sample gift. (To be provided by Partner.) • Biotechnology News (BTN) advertising: <ul style="list-style-type: none"> ◊ One month of complimentary Side Bar Banner Advertising on the e-bulletin, which is sent to the entire database on Tuesdays and Thursdays weekly. Located to the right of the content in the e-bulletin. • Complimentary circulation of Biotechnology News (BTN) to your staff. • Logo and link to appear on the Home and Partners' page of the AusBiotech 2010 conference website. • Logo recognition on all dinner signage and on printed conference material, such as but not limited to, AusBiotech 2010 conference website, Delegate Handbook, dinner menus, dinner tickets and the Pocket Program. • Logo and 100-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Conference Dinner Partner of AusBiotech 2010'.

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Description	Cost	Benefits
<p>Conference Satchel Partner</p> <p>(One opportunity available)</p>	SOLD	<p>This is an exceptional corporate promotional opportunity, as the Satchel Partner your logo is strategically placed on the conference satchels given to all delegates. The sponsorship yields maximum corporate visibility throughout the conference and beyond, as most delegates also use the bags after the event..</p> <ul style="list-style-type: none"> • Logo to appear on Conference Satchel alongside the Host State Partner and Major Partners. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Up to an A4-sized company promotional material to be inserted in the delegate satchel (1 x paper/card insert to be supplied by partner). • A delegate list supplied shortly after the conference (subject to privacy law provisions). • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 100-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Conference Satchel Partner of AusBiotech 2010'.
<p>Student Awards & Volunteer Program Partner (One opportunity available)</p>	SOLD	<p>A specialised package as the official Partner for the Student Awards and Volunteer Program during the AusBiotech 2010 Conference.</p>
<p>Business Centre Partner (includes Internet Lounge & WiFi Provider)</p> <p>(One opportunity available)</p> <p>(NEW)</p>	Price on Application	<p>The Business Centre (including the Internet Lounge and WiFi supply) will be located within the BioIndustry Exhibition Hall and will be a popular area for all conference delegates, ensuring great scope for brand awareness for the Partner. The Business Centre will be a XXm x XXm (size to be advised) booth area that the Partner can custom build if they wish (at Partner's expense). Be the one to give WiFi access to all delegates throughout the duration of the conference!</p> <ul style="list-style-type: none"> • Naming rights to the Business Centre: <ul style="list-style-type: none"> ◊ Partner to provide all of the equipment and ability for delegates to colour print, copy, scan, fax &/or connect to the internet throughout the duration of the conference within the Business centre only. These facilities to be provided to delegates on a complimentary basis (Terms & Conditions to apply to delegates). ◊ Partner to provide all of the equipment for the AusBiotech 2010 Organiser's Office (ie printer/scanner/copier/computers). ◊ Opportunity to provide branding, free-standing banners and other promotional flyers within the Business Centre (supplied and funded by Partner). ◊ Opportunity to provide screen savers for the computers within the Business Centre. ◊ 1 x large (Company Name/Logo branded) banner to be suspended from Exhibition Hall ceiling above Business Centre area. ◊ Company branding on the welcome screen when attendees log onto the network is yet to be confirmed. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 100-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • May use the endorsement: 'Business Centre Partner of AusBiotech 2010'.

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Internet Lounge Partner	\$20,000	<p>The Internet Lounge will be located within the BioIndustry Exhibition Hall and will be a popular area for all conference delegates, ensuring great scope for brand awareness for the Partner. The Internet Lounge will be a large custom built area branded with the Partner's logo (ask for a copy of the draft design). Be the one to give internet access to the delegates at the Internet Lounge!</p> <ul style="list-style-type: none"> • Naming rights to the Internet Lounge: <ul style="list-style-type: none"> ◊ Opportunity to provide free-standing vertical banners and other promotional flyers within the internet lounge (supplier and funded by the Partner – all materials to be approved by Program Committee). ◊ Opportunity to provide branded screen savers for the computers within the Internet Lounge. ◊ Branded areas within the custom booth build (walls etc) – ask for a copy of the draft design. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 100-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • May use the endorsement: 'Internet Lounge Partner of AusBiotech 2010'.
Welcome Reception Partner (One opportunity available)	SOLD	<p>The opening social function of the week, the Welcome Reception, will take place at Government House and will allow all participants to network in a relaxed social environment.</p> <ul style="list-style-type: none"> • Shared naming rights to the Welcome Reception with the Host State and Major Partners: <ul style="list-style-type: none"> ◊ Opportunity to provide entertainment (to be agreed). ◊ First opportunity to provide promotional materials, merchandise and giveaways at the function (to be agreed and approved by AusBiotech Ltd). ◊ Verbal acknowledgment and right of reply at the Welcome Reception. ◊ Signage displayed during the Welcome Reception (Partner to provide 2 x stand-up banners – signage to be approved by Committee). ◊ Opportunity to provide branded meet & greet staff at the Welcome Reception. ◊ Opportunity to provide a delegate gift or memento for each delegate on arrival at reception. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 100-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Welcome Reception Partner of AusBiotech 2010'.
International Reception Partner (One opportunity available)	\$17,600	<p>The International Reception is to be held on the second day of the conference and will take place within the BioIndustry Exhibition Hall, allowing all participants to network in a relaxed social environment.</p> <ul style="list-style-type: none"> ◊ Shared naming rights to the International Reception with the Host State and Major Partners. ◊ Opportunity to provide entertainment (to be agreed). ◊ First opportunity to provide promotional materials, merchandise and giveaways at the function (to be agreed and approved by AusBiotech Ltd). ◊ Verbal acknowledgment and right of reply at the International Reception. ◊ Signage displayed during the Welcome Reception (Partner to provide two x stand-up banners – signage to be approved by Committee). ◊ Opportunity to provide branded meet & greet staff at the Welcome Reception. ◊ Opportunity to provide a delegate gift or memento for each delegate on arrival at

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
		<p>reception.</p> <ul style="list-style-type: none"> Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. Biotechnology News (BTN) advertising: <ul style="list-style-type: none"> Included in International Reception Partner Package: <ul style="list-style-type: none"> Three months of complimentary Square Button Advertising on the homepage of the BTN website – embedded next to a news story. (Six buttons appear on the home page and on all unsponsored pages in rotation.) Complimentary circulation of Biotechnology News (BTN) to your staff. Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Logo and 100-word company profile featured in the conference Delegate Handbook. Logo featured in the conference Pocket Program. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'Internal Reception Partner of AusBiotech 2010'.
<p>Conference Closing Reception Partner (One opportunity available)</p>	\$13,200	<p>The final social function of the conference, the Closing Reception, will take place within the BioIndustry Exhibition Hall allowing participants a final opportunity to network with delegates and bid farewell to colleagues and friends in a relaxed social environment.</p> <ul style="list-style-type: none"> Shared naming rights to the Closing Reception with the Host State and Major Partners: <ul style="list-style-type: none"> Opportunity to provide entertainment (to be agreed). First opportunity to provide promotional materials, merchandise and giveaways at the function (to be agreed and approved by AusBiotech Ltd). Verbal acknowledgment and right of reply at the Closing Reception. Signage displayed during the Welcome Reception (Partner to provide two x stand-up banners – signage to be approved by Committee). Opportunity to provide branded meet & greet staff at the Closing Reception. Opportunity to provide a delegate gift or memento for each delegate on arrival at reception. Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. Biotechnology News (BTN) advertising. Included in Conference Closing Reception Partner Package: <ul style="list-style-type: none"> One month of complimentary Square Button Advertising on the homepage of the BTN website – embedded next to a news story. (Six buttons appear on the home page and on all unsponsored pages in rotation.) Complimentary circulation of Biotechnology News (BTN) to your staff. Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Logo and 100-word company profile featured in the conference Delegate Handbook. Logo featured in the conference Pocket Program. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'Closing Reception Partner of AusBiotech 2010'.
<p>Coffee Cart Partner (One opportunity available)</p>	\$15,500	<p>Supplying delegates with freshly made coffee, tea and hot chocolate in a coffee cup branded with your logo. The beverages with the branded coffee cups will be available to all delegates at each catering station within the BioIndustry Exhibition Hall. It will definitely ensure your company is remembered for their warm hospitality!</p> <ul style="list-style-type: none"> Naming rights to the coffee carts and the coffee cups. Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Biotechnology News (BTN) advertising. Included in Coffee Cart Partner Package: <ul style="list-style-type: none"> Three months of complimentary Square Button Advertising on the homepage of the BTN website – embedded next to a news story. (Six buttons appear on the

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
		<p>home page and on all unsponsored pages in rotation.)</p> <ul style="list-style-type: none"> • Complimentary circulation of Biotechnology News (BTN) to your staff. • Full-page A4 advertisement in the Delegate Handbook (artwork provided by partner). • Logo and 80-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Coffee Cart Partner of AusBiotech 2010'.
<p>Session Partner (Multiple Opportunities Available)</p>	<p>Price on Application</p>	<p>This package is an ideal way to directly link your company's products and services with the most relevant conference program sessions. Sessions will cover a wide range of topics. For an updated Conference Program, please refer to the AusBiotech 2010 conference website.</p> <ul style="list-style-type: none"> • Naming rights to one concurrent session. <ul style="list-style-type: none"> ◊ Opportunity to provide a speaker and a chair in consultation with the Program Committee, within partnered session. (<u>Speaker & Chair inclusions not available after June 2010</u>). (Please note: Where the partner chooses to provide session speaker and chair, any additional costs associated with that speaker and chair are to be met by the partner). • Logo at the start and end of presentation slides in partnered session room. • Opportunity to provide a free-standing banner for the partnered session room. • One (1) complimentary 'Day' conference registration. Includes entrance to all sessions on one nominated conference day and that day's morning and afternoon tea sessions. (Day registration can be used by the speaker of that session). Heavily discounted rate for speaker to upgrade to full-conference registration. • Biotechnology News (BTN) advertising. Included in Session Partner Package: <ul style="list-style-type: none"> ◊ One month of complimentary Square Button Advertising on the homepage of the BTN website – embedded next to a news story. (Six buttons appear on the home page and on all unsponsored pages in rotation.) • Complimentary circulation of Biotechnology News (BTN) to your staff. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 80-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Session Partner of AusBiotech 2010'.
<p>AusBiotech 2010 Excellence Awards (One opportunity available)</p>	<p>SOLD</p>	<p>Support the leaders in the biotechnology industry with the branding and presentation of the AusBiotech 2010 Excellence Awards.</p> <ul style="list-style-type: none"> • Naming rights for the AusBiotech 2010 Excellence Awards during the conference: <ul style="list-style-type: none"> ◊ Verbal acknowledgment at the awards ceremony and right of reply. ◊ Logo on audiovisual display during the awards ceremony. ◊ Logo etched onto the award given to each recipient. • Link with logo on the AusBiotech 2010 conference website. • Biotechnology News (BTN) advertising. Included in Industry Awards Partner Package: <ul style="list-style-type: none"> ◊ One month of complimentary Square Button Advertising on the homepage of the BTN website – embedded next to a news story. (Six buttons appear on the home page and on all unsponsored pages in rotation.) • Complimentary circulation of Biotechnology News (BTN) to your staff. • Logo and 80-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference.

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
		<ul style="list-style-type: none"> May use the endorsement: 'Industry Awards partner of AusBiotech 2010'.
Name Badge & Lanyard Partner (One opportunity available)	SOLD	<p>Each conference participant will wear a name badge and lanyard throughout the conference branded with your organisation's company name and logo ensuring high visibility throughout the week.</p> <ul style="list-style-type: none"> Naming rights to the conference delegate name badge and lanyard. The name badge holder and lanyard will be manufactured in your company's signature colour (one colour only and only if colour available from manufacturer). The name badge component will have the company logo and name branded once (in mono colour 'white') on the main panel (sharing with AusBiotech logo). The lanyard component will have your company name and logo branded several times on the lanyard in mono colour 'white'. Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Logo and 50-word company profile featured in the conference Delegate Handbook. Logo featured in the conference Pocket Program. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'Lanyard Partner of AusBiotech 2010'.
Millis Oration Event Partner (One opportunity available)	SOLD	<ul style="list-style-type: none"> Exclusive naming rights to the Millis Oration session, including logo recognition on all relevant signage and on all printed conference material, such as but not limited to, AusBiotech 2010 conference website, delegate handbook and pocket program. Logo at the start and at the end of the presentation slides in plenary session. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'Millis Oration Session Partner of AusBiotech 2010'.
USB Memory Stick – Delegate Satchel Insert (One opportunity available)	\$14,500	<p>Your company logo will be branded on the USB stick and your marketing material will be saved on the USB drive. Every time the USB is used, your message will be on the user's screen, incorporating long-lasting branded marketing.</p> <ul style="list-style-type: none"> AusBiotech to provide a specific USB stick branded with Partner's company logo in one colour. Up to an A4-sized company promotional material to be inserted in the delegate satchel (one x paper/card insert to be supplied by partner). One (1) complimentary, full conference registration. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Logo and 80-word company profile featured in the conference Delegate Handbook. Logo featured in the conference Pocket Program. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'USB Delegate Satchel Insert Partner of AusBiotech 2010'.
Conference Water Bottle Partner (One opportunity available)	SOLD	<p>Supplying conference delegates with bottled water branded with your company name and logo. Water bottles will be available to all delegates throughout the entire conference, via water stations set throughout the BioIndustry Exhibition Hall, thus easily accessible to all delegates. This event partner opportunity ensures you are remembered for your refreshing hospitality.</p> <ul style="list-style-type: none"> Branding of strategically positioned water stations within the BioIndustry Exhibition Hall (minimum two stations). Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. Logo and 80-word company profile featured in the conference Delegate Handbook. Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. May use the endorsement: 'Water Bottle Partner of AusBiotech 2010'.

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
Pocket Program Partner (One opportunity available)	SOLD	<p>The Pocket Program will be the go-to tool for all delegates as it contains the full conference program schedule, venue map, information on social functions and other must-have logistical information for the entire event. It will be a handy and frequently used reference.</p> <ul style="list-style-type: none"> • Shared naming rights to Pocket Program with Host State Partner. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo to appear on front cover of the Pocket Program. • Company advertisement to be printed onto one dedicated section of the Pocket Program. • Logo and 25-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Pocket Program Partner of AusBiotech 2010'.
Conference Newsletter Partner (One opportunity available)	\$3,500	<p>The newsletter was introduced in Brisbane in 2007, covering the previous day's highlights, topics and points of interest, within the conference program. With an excellent company brand and product prominence, this is an innovative marketing approach.</p> <ul style="list-style-type: none"> • One (1) complimentary, full conference registration. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Exclusive branding and naming of the Conference Daily Newsletter of which 1,000 copies will be colour laser-printed each day of the entire conference and distributed to delegates via our volunteers and newsletter stations. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 25-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Conference Newsletter Partner of AusBiotech 2010'.
Transport Partner (One opportunity available) (NEW)	\$5,000	<p>Be the one to transport all of the conference delegates to the Welcome Reception. Delegates will be transported via private chartered buses to and from The Melbourne Exhibition Building and Government House for the Welcome Reception on Tuesday 19 October 2010.</p> <ul style="list-style-type: none"> • Exclusive branding and naming of each hired bus by providing a corporate video or still logo DVD to be played in all TVs located throughout each bus during each trip. • Exclusive branding and naming of each hired bus by providing signage for the front of each bus (Partner to provide, AusBiotech to approve signage). • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 25-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Transport Partner of AusBiotech 2010'.
Stationery Partner (Multiple Opportunities Available)	\$4,400	<p>Ensure your company receives front-of-mind exposure through partnership of the official conference stationery. Writing pads and pens will be distributed to each delegate in their conference satchel and are normally used throughout, and long after, the conference by attendees. Of course we can always add further items such as highlighters, mouse pads or other stationery items – based on availability and additional costs to be incurred by Stationery Partner.</p> <ul style="list-style-type: none"> • Inclusion of one stationery item in Delegate Conference Satchel (stationery item to be supplied and funded by the applicable Stationery Partner – all items to be approved by conference Program Committee). • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Full-page advertisement in the conference Delegate Handbook (artwork provided by partner). • Logo and 25-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i>

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
		<p>journal, leading up to the conference.</p> <ul style="list-style-type: none"> • May use the endorsement: 'Stationery Partner of AusBiotech 2010'.
<p>Morning / Afternoon Tea Partners (Seven Sessions Available)</p>	\$3,300	<p>This package is highly cost effective as it offers an excellent opportunity to reach all conference delegates at the one time. It is especially useful when launching a new product or service.</p> <ul style="list-style-type: none"> • Sponsor one (1) of either a morning tea <u>OR</u> an afternoon tea session on either Tuesday, Wednesday, Thursday or Friday of the conference (Partner to select one session. Note Friday session is only Morning Tea). • Dedicated signage to be placed on/near catering stations during the applicable morning/afternoon tea session. Signage to be supplied and funded by the applicable Partner – all signage to be approved by conference Program Committee. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 25-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Morning/Afternoon Tea Partner of AusBiotech 2010'.
<p>Satchel Insert Partner (Multiple Opportunities Available)</p>	\$1,980	<p>Companies will reach all delegates directly by providing inserts in the conference delegate satchel. This method of partnership is ideal to gain exposure to all delegates. Inserts may take the form of a brochure/flyer/postcard or sample promoting your product or service. Maximum size is A4 and limited to one sheet doubled sided (to be provided by Partner and subject to Program Committee approval).</p> <ul style="list-style-type: none"> • Printed satchel insert. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Satchel Insert Partner of AusBiotech 2010'
<p>Exhibition Carpet & Lifts Partner (One opportunity available) (NEW)</p>	Price on Application	<p>The Exhibition Carpet Sponsor will have the opportunity to have their company logo displayed in the form of decals on the carpet in the exhibition aisles (not booths). Also, branded corflute signage in each of the elevators located within the AusBiotech conference area. A unique way of reaching your target market.</p> <ul style="list-style-type: none"> • One (1) 3m x 3m exhibition booth in the BioIndustry Exhibition Hall. • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Company logo displayed in the form of decals on the carpet in the exhibition aisles. The number of decals present on the exhibition floor is subject to Committee approval. • Two (2) tickets to the Conference Dinner. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 75-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Exhibition Partner of AusBiotech 2010'.

PARTNERSHIP OPPORTUNITIES		
Description	Cost	Benefits
Energy Juice Bars Partner (One opportunity available) (NEW)	\$5,500	The Energy Juice Bars will offer delegates tasty and original juices from convenient juice carts located throughout the BioIndustry Exhibition Hall. <ul style="list-style-type: none"> • Company logo displayed on top of each juice cart. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo and 75-word company profile featured in the conference Delegate Handbook. • Logo featured in the conference Pocket Program. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'The Energy Juice Bars Partner of AusBiotech 2010'.
Media Partner (Multiple Opportunities Available)	\$8,800	The Media Partner will gain upfront information and access to the conference and speakers as well as significant exposure and profiling of the publication amongst members and conference delegates. <ul style="list-style-type: none"> • Complimentary publications on the industry stand in the BioIndustry Exhibition (publications to be provided by Partner, conditions apply). • Access to the conference speakers and program prior to the commencement of the conference (subject to availability of speakers and program). • Two (2) complimentary, full conference registrations. Includes entrance to all sessions, the Welcome, International and Conference Closing Receptions, daily conference working buffet luncheons, morning and afternoon teas in the BioIndustry Exhibition Hall. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo featured in the conference Pocket Program. • Logo and 50-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Media Partner of AusBiotech 2010'.
Delegate Handbook Partner (One opportunity available)	\$5,500	The Delegate Handbook is an exhaustive resource of the conference and is distributed to all delegates. It will contain the full program breakdown with all social functions, and a map of the convention centre. It will be a frequently used and a handy reference source. <ul style="list-style-type: none"> • Shared naming rights to the conference Delegate Handbook with the Host State Partner. • Logo and link to appear on the Partners' page of the AusBiotech 2010 conference website. • Logo to appear on the front cover of the conference Delegate Handbook. • Logo to appear on every page of the conference Delegate Handbook. • Full-page advertisement in the conference Delegate Handbook (artwork provided by Partner). • Logo and 75-word company profile featured in the conference Delegate Handbook. • Mentioned as an Event Partner in the conference edition of the <i>Australasian Biotechnology</i> journal, leading up to the conference. • May use the endorsement: 'Delegate Handbook Partner of AusBiotech 2010.'

ADVERTISING PACKAGES		
Description	Cost	Benefits
Delegate Handbook Advertising Packages	Starting From \$690	<p>This form of event support and advertising is very cost effective for companies with an industry message and who want to further develop their branding awareness. More than 2,000 copies of the Delegate Handbook are distributed during the conference to all exhibitors and delegates. The edition is a high quality production that is used during-event and as a post-event reference. A selection of mono or full-colour advertising packages are available.</p> <p>Advertising Rates:</p> <ul style="list-style-type: none"> • Mono Half Page \$ 660 • Mono Full Page \$1,130 • Colour Half Page \$1,130 • Colour Full Page \$2,010 • Colour Inside Front Cover \$2,230 • Colour Inside Back Cover \$2,230 • Colour Back Cover \$3,330

CORPORATE SUPER MEETING ROOM PACKAGE		
Description	Cost	Benefits
Corporate Super Meeting Room package (Limited number available based on final exhibition floorplan)	\$6,900	<p>This package offers an excellent option for companies to organise their business meetings during AusBiotech 2010. The rooms are 4m x 6m and include meeting furniture and a choice of room set-up.</p> <ul style="list-style-type: none"> • The room set-up choices are: <ul style="list-style-type: none"> ◇ Option 1: 1 x meeting table and 8 chairs. ◇ Option 2: 3 x café round tables and 3 chairs per table. ◇ Option 3: Lounge Style. ◇ Upgraded furniture packages are available at an additional cost. Orders to be confirmed by 1 September 2010 with Moreton Hire directly. • Both options include: <ul style="list-style-type: none"> ◇ Carpeted schell scheme walls (black in colour, subject to change by AusBiotech). ◇ Entry sign with company logo (900 x 900mm) digital print on corflute S/S. ◇ Plasma TV on stand (42 inch) with DVD player. ◇ Bar fridge. ◇ Counter with lockable cupboard. ◇ Lighting for entry and inside meeting room. ◇ Power points for plasma screen, bar fridge plus extras for your own laptops etc. ◇ Additional audio visual requirements can be made available at an additional cost. Orders to be confirmed by 1 September 2010. <p>Corporate Super Meeting Room catering packages are available at an additional cost starting from approximately \$440.00 per day (based on 10 persons per day with four catering refresh sessions on each paid day from Wednesday 20 to Friday 22 October at 8.00am, 10.30am, 1.00pm and 3.30pm. Note Tuesday 19, Super Meeting Rooms are not available).</p> <p>Catering package includes tea, coffee, cookies, bowl of fresh whole fruit, mints and bottled water.</p> <p>Additional catering items can be made available on request – prices applicable.</p>

AusBiotech 2010 National Conference – “Creating Global Solutions”
19-22 October 2010 – Melbourne Convention & Exhibition Centre, Melbourne, Australia

Event Partnership Application

Tax Invoice

ABN 87 006 509 726

Expressed interest in participating as an Event Partner can only be confirmed on receipt of the first payment. Allocations will be made strictly in order of receipt of application and initial deposit. Once an Event Partnership Package has been confirmed for your organisation, we shall then forward an official contract, which is to be signed and returned to AusBiotech with full payment outstanding.

(Please print)

Company Name: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____ Country: _____

Contact Name: _____

(Prof/Dr/Mr/Ms/Mrs/Miss)

Position: _____

Telephone: _____ Fax: _____ Mobile: _____

Email: _____ Website: _____

Partnership Package Preferences

I/We would like to take up the following Partnership package(s):

1st Preference: _____ Total Cost: \$ _____

2nd Preference: _____ Total Cost: \$ _____

3rd Preference: _____ Total Cost: \$ _____

I/we understand that the Partnership packages will be subject to the 2010 AusBiotech National Conference Program Committee approval and that decision is final. Packages can only be confirmed on receipt of 50% deposit.

Signed: _____ Position: _____ Date: _____

(For and on behalf of the Partner listed above)

Cancellation Policy

In the event of a cancellation of Event Partnership, note that unless that particular area of Event Partnership is resold, AusBiotech reserves the right to retain monies received. If the balance of payment is not received by the due date, the allocated Event Partnership will be cancelled.

Method of Payment

Cheque – made payable to AusBiotech Limited

EFT – Please attach a copy of the bank receipt or advise of the date the DD was processed: _____

National Bank (NAB), Richmond – BSB 083 347 Account 535 111 778

Please charge my credit card for the amount of: \$ _____

MasterCard Visa AMEX (please note a surcharge fee of 3% will apply to all credit card transactions)

Card Number: _____ Expiry: _____

AMEX ID: _____ Name (as it appears on card): _____

Signature: _____ Date: _____

Payment and Deadlines

1st Payment Deadline: 50% deposit with partnership application form

Balance Deadline: Within 14 days of receiving official Event Partner Agreement.

And forward to: Att: Anita Balint – National Events Manager
AusBiotech Limited

Level 1, 322 Glenferrie Road, Malvern Vic 3144

Phone: +61 3 9 828 1400 Facsimile: +61 3 9824 5188 Email: abalint@ausbiotech.org

Partnership Opportunities

AusBiotech Limited 2010 (as at 20/09/10)

PARTNERSHIP TERMS & CONDITIONS

Benefits & Terms

Each Partner will receive a customised Partnership Agreement that outlines the Partner's benefits and responsibilities. All Partner benefits related to printed materials and inclusion on the AusBiotech 2010 National Conference website are based on the Partner meeting printing and production deadlines. The Partner's main contact person will receive all forms/information pertinent to your Partnership and will be responsible for completing and returning forms &/or supplying information in a timely manner.

2010 AusBiotech national conference partners that are also AusBiotech members must be in good standing with AusBiotech at the time of partnership application.

Partnership and sponsorship is one and the same.

Payment Terms

Upon receipt of the signed Partnership Agreement, the primary contact will receive an invoice and payment instructions. The payment schedule is outlined below:

50% deposit of total Partnership cost due when submitting the "Event Partnership Application".

50% final outstanding amount due within 14 days of receiving the official "Event Partner Agreement" – agreement to be signed and forwarded with final payment.

Should there be any additional charges made against the Partner's account during event time, then an invoice shall be created and forwarded to the Partner as soon as possible and payment will be due within 7 days on invoice.

All monies are payable in Australian dollars. Cheques should be made payable to AusBiotech Limited.

The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the conference and all prices in this document are inclusive of GST. GST is calculated at the date of publication of this document. AusBiotech Limited reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

All monies due and payable must be received (and cheques cleared) by AusBiotech Limited prior to the event. No company will be listed as a Partner in any conference material until full payment and a signed agreement has been received by AusBiotech Limited.

Cancellation Policy

Partners agree and understand that notification of intent to cancel the Partnership must be provided in writing. Cancellation of Partnership ninety (90) days prior to the sponsored event (from Monday 19 July 2010) is subject to a 50% cancellation and service fee. No refunds will be granted if cancellation occurs within sixty (60) days of the sponsored event (from Friday 20 August 2010). The Partner will be obligated to pay any outstanding balance due on Partnership as per the agreement.

After Partnership has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by these cancellation terms and conditions.

Partnership monies will contribute towards the successful planning and promotion of the 2010 AusBiotech national conference in addition to subsidising the cost of management, communication, invited speakers, program, publications and other event requirements.

If you are also an exhibitor, additional cancellation policies apply. For details, please see the Exhibitor Application Form.

Biotechnology News (BTN) Advertising Inclusions

Note that all BTN advertising inclusions are managed by BTN. BTN reserves the right to implement which dates the advertising inclusions a Partner receives can be activated and BTN is to approve all artwork which is to be provided by the Partner at the expense of the Partner. All advertising inclusions are to be activated and completed by 30th June 2011.

For more information regarding partnership opportunities, please contact:

Anita Balint

National Events Manager

Phone: +61 3 9828 1420 Fax: +61 3 824 5188

Email: abalint@ausbiotech.org